



CONTACTnet Annual Customer Contact Centres Conference
“Achieving customer service excellence in changing times”
10th March 2010 – York Racecourse

Programme

10:00 **Registration and refreshments**

10:30 **Chair’s Welcome**

John Denny, Chief Executive, Chester and District Housing Trust

10:35 **Contact Centres and TSA Standards**

Deborah Illott, Tenant Standard Manager Central, Tenant Services Authority

In this session, Deborah will discuss how contact centres fit into the TSA’s Tenant Involvement and Empowerment standard.

11:10 **Getting the most out of your team**

Morgan Wilson, Juice Learning

Juice Learning are a training company with a difference. Working with high profile contact centre clients, Juice have helped organisations to get the best out of their teams. Morgan will look at the challenge of addressing poor motivation and poor behaviours, and how this can improve complaint levels, customer satisfaction and first call resolution.

11:45 **Professional Practice Sessions**

PPS1 Innovative Customer Service Training

Janet Richmond, Head of Organisational Development, Harvest Housing Group

Harvest’s Evolve Customer Service Training programme involved customers, staff and Board members to improve customer focus and business performance, and in 2008 the Group won the CCA Excellence Award for Innovation in Employee development in recognition of the level of customer involvement in the training and development of the EVOLVE programme. Janet will discuss how this was developed and delivered, with specific focus on dealing with difficult callers and the outcomes for customers and staff.

PPS2 Recruiting the right staff and keeping them

Michael Cummings, Kickstart and Training Consultant, Synergy

It is no secret that one of the most difficult aspects of contact centre management is finding and keeping the right people for the job. In this session Michael will give advice on how to recruit the right staff for your contact centre, drawing upon examples of good practice and learning from other organisations. Michael will also discuss how to implement staff retention strategies.

PPS3 Demand Analysis and NI 14 Avoidable Contact

Owen Buckwell, Head of Housing Management, Portsmouth City Council

This session will explore Portsmouth City Council's systems thinking journey, with focus on how collecting information on customer demand via their contact centre helped to shape and, crucially, influence, future service delivery. Owen will also discuss how PCC balance the systems thinking approach whilst still reporting on government targets such as NI 14 Avoidable Contact, and how these differ.

PPS4 Award Winning Service

Maria Whelan, Head of Customer Service, Guinness Northern Counties

In 2009 Guinness Northern Counties were awarded one of the UK Top 50 Call Centre Awards in the UK Top 50 Call Centres for Customer Service. This followed on from their success in being named Best Small Call Centre in the European Call Centre Awards 2007 which resulted from the involvement of customers in setting up the contact centre. In this session Maria will share Guinness experience of involving customers in the set up and running of their contact centre and how delegates can make their contact centres award winning.

PPS5 Measuring quality – the practicalities

Michaela Marcham, Head of Customer Service, LHA-ASRA Group

In today's Top 50 contact centres, customer satisfaction and brand value is dependent upon contact centre agents deploying positive behaviours. Agent quality management is essential to improve performance and deliver customer service excellence. Find out how to start, or enhance your current practice. A must for customer centric organisations!

12:50 Lunch

13:55 Professional Practice Sessions (repeated)

15:00 Refreshments

15:20

Managing Your Customer Experience

Speaker TBC

This session will explore what a great customer experience feels like, how to measure the customer experience and how great customer experience management can be put into practice in your organisation.

16:00

Close of conference